

Your business
problem is no different from others—don't make the mistake of thinking it is.

The average non-advertising manufacturer will solemnly assert that his particular goods cannot be profitably advertised.

He admits that advertising made other men wealthy, but insists that it doesn't suit his case at all. This is wrong—utterly wrong.

There is no article manufactured that cannot be profitably advertised, provided it is an article which meets a public need. Even the commonest articles of daily use, such as flour, and soap, and sugar, and salt, can be, and are, profitably advertised by brand.

People seem to like to buy things by a trade-mark name, and when they commence to do so they keep on indefinitely. An article which people can use to advantage can be advertised to advantage, and it makes no difference what that article is.

Advertising should be used liberally when business is poor in order to stimulate more business, and it should be used liberally when business is good as an insurance against dull times in the future.

Advertising space in THE LADIES' HOME JOURNAL and THE SATURDAY EVENING POST is particularly valuable because these publications are bought and read by a great multitude of people who buy advertised goods.

THE JOURNAL reaches 1,000,000 homes—THE POST 700,000; with an average of five readers in each home, this means a total of 8,500,000.

THE CURTIS PUBLISHING COMPANY PHILADELPHIA NEW YORK BOSTON CHICAGO

HELPED WORLD'S FAIR GET GOVERNMENT LOAN.

Congressman Smith of Iowa, who rendered valuable aid, a visitor at the Exposition.

Probably not even President Francis himself had a keener sense of gratification when the Louisiana Purchase Exposition repaid to the United States Government the last installment of the loan of \$500,000 than Congressman Walter I. Smith of Iowa, to whom the loan was largely due the securing of the loan, and is a World's Fair visitor, and is a guest of the Iowa Pavilion.

Congressman Hepburn of the Iowa delegation was greatly opposed to the Government making the loan to the Exposition, and made a strong speech on the subject of the measure. Upon the request of Congressman James A. Hawley of Minnesota, who was in charge of the loan, Mr. Smith presented a letter from the Iowa delegation, and figures showing that the Exposition would be able to repay the loan, and of course, the result bore out his contention.

COLLEGE BOYS ELATED OVER FOOTBALL GAME.

So rejoiced were former students of the Kentucky State College at the Fair at the victory of their alma mater over the Kentucky State University in the game of football Thanksgiving Day that they decorated the model in crepe, with black cloth. The model is of plaster of paris and stands in the Kentucky building.

HOSTESS OF ALASKA BUILDING GETS MEDAL.

At the close of the Alaska building last evening to Mrs. Mary Hart, hostess of the building, was presented a beautiful gold medal by the attaches of the building as a token of the friendly relations existing between the hostess and attaches of the Alaska building. The recipient's name is engraved upon the face of the medal and is surrounded by a wreath of small flowers.

ADRON A QUARTER SIZE ARROW

16 CENTS EACH, 3 FOR 25 CENTS. CLETT, PEARSON & CO.,

MANUFACTURING INTELLIGENCE GOVERNMENT WILL ALLOW SHOW-MAN TO TAKE FILIPINOS TO METROPOLIS IF HE GIVES BOND.

EXPLOSIVE EXPERT BLOWN TO DEATH AS HOME BURNS

Harry L. Mills Loses His Life in a Powder Mill at East Alton.

Deputy Coroner W. H. Bauer of Alton held an inquest yesterday afternoon at 2 o'clock over the body of Harry L. Mills of Upper Alton, who was killed in an explosion at the plant of the Union Carbide and Chemical Company, at East Alton, Friday morning. The verdict was accidental death from an explosion.

DIES IN ONE HUNDRETH YEAR.

Eighty Descendants Survive John O'Donnell, an Old Jersey County Resident.

John O'Donnell died Thanksgiving Day at the residence of Thomas Jones of Brighton, Ill., aged 99 years. He was one of the oldest men in Jersey County. Three daughters survive. They are Mrs. Margaret Jones of Virden, Ill.; Mrs. Thomas Jones of Brighton, and Mrs. Bridget Kelly of Lincoln, Neb.

ALTON NEWS NOTES AND PERSONALS.

The little daughter of Mr. and Mrs. Morris last evening and fractured a bone in her arm.

WEEKLY BANK CLEARINGS.

St. Louis Shows Decrease of 2.7 Per Cent.

New York, Nov. 25.—The following table, compiled by Bradstreet, shows the bank clearings at the principal cities for the week ended November 21, with the percentage of increase and decrease, as compared with the corresponding week last year.

WORLD'S FAIR VISITORS WEDDED.

Miss Mary Smith and Mr. John Smith were wedded at the Fair.

ONE COUPLE MARRIED IN ST. LOUIS.

Mr. and Mrs. John Smith were wedded at the Fair.

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MRS. JOHN KANE BAILED OUT BY FIRE CHIEF AFTER DESTRUCTION OF HER HOUSE.

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Colonel Clarence R. Edwards of the Insular Bureau said to The Republic that the question is still in abeyance. The proposed expedition will sail through the Philippines, and will be under the command of Mr. DeWagstaff, who made the proposal. Signs of a \$20,000 bond drawn up by the Colonel to secure the expenses and promised remuneration of the band and Constabulary.

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